

Message Text

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PAGE 01 BRUSSE 12441 231919Z
ACTION EUR-12

INFO OCT-01 IO-13 ISO-00 AID-05 CEA-01 CIAE-00 COME-00
EB-08 FRB-03 INR-10 NSAE-00 SP-02 STR-07 TRSE-00
LAB-04 SIL-01 OMB-01 AGRE-00 DODE-00 PM-05 H-01
L-03 NSC-05 PA-01 SS-15 ICA-11 /109 W
-----031523 240919Z/23

R 231642Z JUN 78
FM AMEMBASSY BRUSSELS
TO SECSTATE WASHDC 7475
INFO USMISSION GENEVA
AMEMBASSY ROME
AMEMBASSY PARIS

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USEEC

DEPT PASS STR. GENEVA FOR MTN AMBASSADOR MCDONALD.
PARIS FOR AMBASSADOR STRAUSS. ROME FOR AMBASSADOR
GARDNER

E.O. 11652: N/A
TAGS: EAGR, EEC
SUBJECT: MTN - CITRUS

1. AT BOB STRAUSS' REQUEST I CALLED ON AMBASSADOR PLAJA
OF ITALY JUNE 23 TO STRESS POLITICAL IMPORTANCE OF ITALY
BEING FORTHCOMING ON CITRUS. I TOLD HIM THAT A BOLD
MOVE BY ITALY GOING EVEN BEYOND ACCEPTANCE OF WHAT WE
BELIEVED TO BE MODEST COMMISSION PROPOSALS WOULD HAVE
ENORMOUS POLITICAL IMPACT IN THE US. I ADDED THAT
STRAUSS WOULD BE PREPARED TO CONSIDER HELPING ON SPECIFIC
ITALIAN TRADE PROBLEMS IN RETURN BUT THAT REAL RECIPROCITY
FOR ITALY WAS MORE LIKELY TO BE FOUND IN GENERAL STRENGTH-
ENING OF OUR RELATIONS.

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2. I THEN ADDED THAT I HAD ALSO TALKED RECENTLY WITH
REPS OF AMERICAN CITRUS INTERESTS (SALTZSTEIN OF THE
FLORIDA GROWERS AND ROY UTKE AND BILL QUARLES OF SUNKIST).
BOTH OF THESE AMERICAN GROUPS WOULD BE PREPARED TO HELP
MODERNIZE ITALY'S PROCESSING INDUSTRY AND MARKET ITALIAN
PRODUCE. PLAJA IS FAMILIAR WITH THE SALTZSTEIN PROPOSALS

AND HAS BEEN HELPFUL IN THIS RESPECT. AS FOR SUNKIST,
I TOLD HIM THAT THEY WERE READY TO HELP BUT WOULD WANT TO
WORK WITH AN ORGANIZED PRODUCER OR PROCESSING ASSOCIATION
SINCE THEIR PREVIOUS EFFORTS HAD FAILED BECAUSE OF SPLITS
WITHIN INTEREST GROUPS IN ITALY. I ALSO POINTED OUT TO
PLAJA THAT OUR INDUSTRY'S ANALYSIS WAS THAT WITHOUT
MODERNIZATION OF ITALIAN CITRUS INDUSTRY THAT INDUSTRY
COULD NOT SURVIVE COMPETITION WITH SPANISH PRODUCTS ONCE
SPAIN IS WITHIN THE COMMUNITY. I SAID THAT OUR INDUSTRY
CONCLUDED FROM THIS THAT ITALY'S INTEREST WOULD BE BEST
SERVED BY TOTAL ELIMINATION OF DUTIES AND COOPERATION
WITH THE AMERICAN PRODUCER GROUPS.

3. PLAJA REPLIED THAT HE APPRECIATED SIGNIFICANCE OF
STRAUSS' MESSAGE AND THAT HE WOULD TRANSMIT IT TO ROME.
HE HAD TO SAY THAT IN PRESENT POLITICAL AND ECONOMIC
CONDITIONS HE SAW LITTLE CHANCE THAT HIS GOVERNMENT WOULD
ACT BOLDLY ON CITRUS. IN FACT, UNDER CIRCUMSTANCES, HE
HAD YESTERDAY IN COREPER SAID "NO" TO THE COMMISSION
PROPOSALS. HE FOUND WHAT I HAD TO SAY ABOUT POSSIBLE
HELP FROM AMERICAN INDUSTRY TO BE INTERESTING AND REMINDED
ME THAT HE PERSONALLY HAD TRIED TO FACILITATE THE
SALTZSTEIN PROPOSAL. HE AGREED IN PRINCIPLE THAT THIS
WOULD BE A GOOD WAY TO GO BUT HE WAS NOT CONFIDENT THAT
HIS GOVERNMENT WOULD COME TO SHARE HIS VIEW. HINTON

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